



Not Just Once

The Bimonthly Newsletter of HCFA's
 National Medicare Mammography Campaign

WELCOME!

We're now on the Web! We are delighted to bring you the news that the **Not Just Once** newsletter is now available on the Internet. Please visit our page on HCFA's web site:

[HTML://www.hcfa.gov/quality/3n.htm](http://www.hcfa.gov/quality/3n.htm)

You will find all of the past issues of the newsletter on this site, along with some background on HCFA's National Medicare Mammography Campaign.

As we prepare for October's 15th Annual National Breast Cancer Awareness Month (NBCAM), **Not Just Once** continues to focus on promising interventions to increase awareness of Medicare's Mammography benefit. In this issue, we have placed our PRO spotlight on the West Virginia Medical Institute, and their innovative "Mammograms Save Lives" campaign. This project features a partnership with First Lady Hovah Underwood, who brings real passion to the issue of educating older women about the importance of regular mammograms.

Our next issue of **Not Just Once** will highlight many of our partners' plans for NBCAM events across the country. Please take a moment to forward us a brief summary of your plans for increasing breast cancer awareness in your states and communities. Rachel Klugman, our coordinator, is accepting submissions by email at: rklugman@hcfa.gov or fax her at (312) 353-0252. We look forward to sharing your outreach strategies with the 350 organizations now on our mailing list!

Sincerely,

Ta Budetti

Deputy Regional Administrator
 HCFA, Region V, Chicago

Sandy Kappert

Director, Division of Health Promotion
 HCFA's Center for Beneficiary Services

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Know Someone Who Should Get This
 Newsletter?

Not Just Once

THE BIMONTHLY NEWSLETTER OF HCFA'S NATIONAL
 MEDICARE MAMMOGRAPHY CAMPAIGN

Call us and we'll add them to our mailing list.

Tel: 312-886-5352

Or contact us by email at: Rklugman@hcfa.gov

THE NOT JUST ONCE NEWSROOM

Providing You With The Latest In Breast Cancer News

Distress deters some women from mammograms

Psychological distress combined with a lack of conscientiousness may deter some women from getting a mammogram, according to a report published in the journal *Health Psychology*. Dr. Marc D. Schwartz and colleagues at Georgetown University Medical Center, Washington, DC, pinpointed 200 at-risk women who had a close relative with breast cancer, suggesting that they were also at high risk for the cancer. These at-risk women were asked to participate in the study, which examined how personality characteristics such as level of distress and conscientiousness, defined as "the ability to control one's behavior and complete tasks", affect a woman's decision to have a mammogram. Overall, the researchers found that the vast majority of this at-risk group, more than 80% of the women surveyed, had indeed had a mammogram in the previous year. The study findings suggest that worry alone is not enough of an impetus to get a mammogram, though. Only 63% of women who reported symptoms of distress, such as intrusive thoughts or nightmares about cancer, but who had low scores on a standard test of conscientiousness, had a mammogram. Schwarz told Reuters Health this means "for women who are less conscientious, it may be difficult to overcome a barrier, such as distress, to get a mammogram." In contrast, in women who were found to be both highly distressed and conscientious, conscientiousness played a huge role. Roughly 90% of women in that category had a mammogram. Although the results were encouraging, with the vast majority of at-risk women getting mammograms, there are still lessons to be learned in promoting mammography, Schwarz noted. Educating women about risks is not enough. "Problem-solving training, focused on fostering adaptive coping responses and reducing psychological distress, might be an effective intervention," he explained in a statement. (SOURCE: *Health Psychology* 1999;18:1-6.)

Healthy People 2000 Review Documents Improvement in Americans Health

HHS Secretary Donna E. Shalala recently released the most recent data from the Healthy People 2000 initiative, showing continued improvement in the health of Americans during the current decade. The report, "Healthy People 2000 Review, 1998-99," shows

that the nation is on track to reach, or has already reached, the targets for more than half its health objectives. "As the century draws to a close, we can be proud that we have made significant strides in improving the health of Americans. Healthy People 2000 lets us measure the overall progress we have achieved in preventing disease and promoting health during this decade," said Secretary Shalala. "These achievements are the result of a partnership effort, with more than 350 national organizations in the Healthy People coalition. We enter the new millennium as a team working together." The Healthy People initiative, first begun in 1979 and reformulated each decade, provides an annual review of the progress of the health of Americans during the latter part of the century. Healthy People 2000 defines the nation's health agenda for the current decade through more than 300 objectives in disease prevention and health promotion. Overall, 15 percent of the objectives have met their targets, including many in such diverse areas as nutrition, maternal and child health, heart disease, and mental health. Targets to reduce outbreaks of water-borne diseases and food borne infections and oral and breast cancer deaths were also met. An additional 44 percent of the objectives are progressing on schedule towards the target, including child immunizations, breastfeeding, regular dental visits, mammography screening, and consumption of five fruits and vegetables a day. Some objectives, such as the reduction in infant mortality, are only a fraction away from their targets. However, the report also shows that a fifth of the Healthy People objectives are moving away from their targets. Some key objectives, such as reducing the number of overweight individuals and increasing physical activity have either moved in the wrong direction or improved little. A prime example of this can be seen in the objectives related to diabetes where incidence, prevalence, complications, and mortality are all on the rise. To complete the picture, 6 percent of the objectives showed mixed results, 3 percent had no change from the baseline figure, and 11 percent of the objectives lack sufficient data to assess progress. In many ways, Americans of all ages and in every race and ethnic group have better health today than a decade ago," said Dr. David Satcher, Assistant Secretary for Health and Surgeon General. "Yet considerable disparities remain. We

should commit our nation to eliminate disparities in the next decade, for through prevention we can improve the health of all Americans." Dr. Satcher leads the initiative to establish goals for the first decade of the next century, called Healthy People 2010, which will be launched in January 2000. (SOURCE: Department of Health and Human Services press release, June 10, 1999) **[Editor's note: HCFA's Healthy People 2000 goal is for 60% of all women age 65 and over to receive a biennial mammogram.]**

Changes in Canadian Women's Mammography Rates Since the Implementation of Mass Screening Programs

The June 1999 issue of the *American Journal of Public Health* includes the results of a Canadian study assessing the impact of a mass screening program on mammography rates. Similar to the United States, the Canadian guidelines for women aged 50 to 69 years include mammograms every 1 to 2 years. This study compares the results of two national surveys, the 1990 Health Promotion Survey and the 1994-1995 National Population Health Survey based on whether or not women who received mammograms lived in provinces exposed to a screening program. Prior to the screening intervention in 1990, only 55% of Canadian women aged 50 to 69 reported ever having a mammogram. Following this survey several coordinated community-based outreach breast-screening programs were implemented in half of Canadian provinces. The 1994/1995 survey found a significant increase with 74% of women aged 50 to 69 reporting mammograms at some point in their life. The impact of the screening program was assessed when women aged 50 to 69 were asked whether they had a mammogram within the last two years. Among women living in a province with formal screening programs there was an increase of 20%, while among women in a province without a formal screening program there was an increase of 10%. The report concludes that these findings indicate that screening programs do have a positive impact on mammography rates. (SOURCE: *American Journal of Public Health* 1999; 89:927-929)

This issue's **Newsroom** was compiled by our graduate intern, **Cynthia Dold**, who comes to us from University of California at Berkeley's School of Public Health and Public Policy.

Educational Events

AUGUST

8/15 - 8/18/99

RN BREAST HEALTH COORDINATOR/EDUCATOR TRAINING COURSE

With 38.1 CEUs available, this training course is geared toward RNs working in the area of breast health program coordination and educational outreach. The meeting will be held August 15-18 on the grounds of Emory University's beautiful conference center in Atlanta, Georgia. Please contact Educare at 1-800-849-9271 for registration information.



SEPTEMBER

9/8 - 9/10/99

MEETING THE CHALLENGES OF COMPREHENSIVE CANCER CONTROL

The Centers for Disease Control and Prevention (CDC) will be hosting the 1999 cancer conference, "Meeting the Challenges of Comprehensive Cancer Control" September 8-10, 1999, at the Atlanta Marriott Marquis in Atlanta, GA. Important partners in the collaborative meeting include the American Cancer Society, the Association of State and Territorial Chronic Disease Program Directors, the Association of State and Territorial Directors of Health Promotion and Public Health Education, and the National Cancer Institute. Continuing education credits are available. For more information, call: 404-521-0000.

9/18/99

THIRD ANNUAL CANCER SURVIVORS CONFERENCE

Conference will explore creative ways of coping with the challenges of living with cancer. Deforia Lane, Ph.D., will be the keynote speaker. This conference will be held at the Adam's Mark Hotel in downtown Philadelphia. For more information, please contact Denise Sherman at (215) 985-5331 or by email Dsherman@cancer.org.

OCTOBER

10/2/99

BELLS AND SILENCE FOR REMEMBRANCE

The Northeast Health Care Quality Foundation will be sponsoring their 1999 Bells and Silence for Remembrance campaign. Priests, rabbis and ministers are asked to either ring bells for one minute at 1:15pm, or observe a moment of silence during Sabbath services in memory and in support of women with breast cancer. For more information, please contact NHCQF at (603) 749-1641 or email nhpro.pjesep@sdps.org.

10/19/99

SUSAN G. KOMEN BREAST CANCER FOUNDATION NATIONAL GRANT RECIPIENT CONFERENCE

As part of the Susan G. Komen Breast Cancer Foundation's 15th Anniversary Celebration, the Foundation will host a scientific conference featuring many of its National Grant Recipients and dignitaries in the field of breast cancer research and outreach. The meeting, titled "Reaching for the Cure — Addressing Research and Outreach in Breast Cancer" will be held at the Renaissance Hotel in Dallas, TX, October 19th from 9:30am until 4:30pm. For more information, please contact Louise Whitesell in the Komen Foundation Communications Department, (214) 526-3690.

Have an event you would like to share in *Not Just Once*? Please give us a call with details at (312) 886-5352 or send an email to Rachel Klugman at rklugman@hcfa.gov.

OCTOBER MARKS 15th ANNIVERSARY OF NBCAM



October marks the 15th year that Breast Cancer Awareness Month is celebrated in the United States. National Breast Cancer Awareness Month grew out of the effort of

Susan Ford Bales and her mother, former First Lady, Betty Ford who wanted to address the lack of public information about breast cancer. In 1985, their public service announcement was broadcast nationally to educate women about the value of early de-

tection of breast cancer. The week-long campaign generated so much interest that people from all over the country called — wanting to do more.

And so began the annual month-long campaign to fight breast cancer known as National Breast Cancer Awareness Month (NBCAM).

This campaign reaches millions with the support of government agencies like HCFA, the medical community, and many businesses. HCFA's National Medicare Mammography Campaign staff are here to help your organization's campaign have the maximum impact.

We would be glad to provide you with copies of the HCFA/NCI outreach materials, including brochures, bookmarks and posters in English and in Spanish (see order form inside this newsletter). In addition, we have Public Service Announcements (PSAs) available on VHS, in English and Spanish, to help you reach more Medicare beneficiaries in your community. Contact your HCFA Regional Mammography Coordinator for more information (see page 7 of this newsletter).

NATIONAL MAMMOGRAPHY DAY: October 15, 1999

The adage, "an ounce of prevention is worth a pound of cure" is the reasoning behind National Mammography Day (October 15, 1999), a day when women across the country will be reminded of the importance of finding a breast cancer before it can be felt. National Mammography Day, officially proclaimed by President Clinton in 1993, is observed on the third Friday of each October, and serves as a day when women across America are urged to sign-up, receive, or make a commitment to get a mammogram. To encourage this life-saving practice, thousands of accredited radiologists nationwide will be offering reduced fees on screening mammograms during October.

National Mammography Day is spearheaded by Zeneca Inc., a founder and co-sponsor of

National Breast Cancer Awareness Month (NBCAM) and one of the first U.S. firms to establish a work site mammography facility. Female employees at Zeneca get free mammograms on company time and premises as part of a comprehensive breast cancer screening and education program offered by the company. Zeneca has been largely responsible for rallying the radiology community to support National Mammography Day. The American College of Radiology (ACR), the organization that accredits mammography facilities and an NBCAM sponsor, believes that the increase in mammography utilization each October is directly attributable to this activity.

Across the country, National Mammography Day will be marked by town hall rallies,

health fairs, mobile mammography vans visiting underserved communities and a groundswell of local and national publicity.

To obtain more information about National Mammography Day activities underway in your area, we recommend that you contact any one of six toll-free numbers. The numbers are:

American Cancer Society (1-800-ACS-2345)
National Cancer Institute (1-800-4-CANCER)
National Alliance of Breast Cancer Organizations
 (1-800-719-9154)
Susan G. Komen Breast Cancer Foundation
 (1-800-I'M AWARE)
Y-ME National Breast Cancer Organization
 (1-800-221-2141)
Y-ME Spanish Language Hotline
 (1-800-986-9505)

AMERICAN CANCER SOCIETY'S TELL-A-FRIEND PROGRAM

During October, chapters of the American Cancer Society will be sponsoring Tell-A-Friend programs throughout the country. These statewide campaigns were created to call attention to the importance of mammography in the fight against breast cancer. Volunteer Tell-A-Friend callers are recruited across the country to call at least five female family members, friends or acquaintances - including at least one who has never had a mammogram - and encourage them to have a mammogram.

Behavioral studies tell us that women are

most apt to get a mammogram if they're encouraged to do so by a friend, physician or family member. Annual screening mammograms for women age 40 and older are the key element of newly revised American Cancer Society guidelines, which also include annual exam by a health care professional and monthly breast self-examination. For additional information, call the American Cancer Society at 1-800-ACS-2345 to receive an information and calling packet.



PROCLAMATION FOR GMCF'S BELLS FOR REMEMBRANCE

In the June-July, 1999 issue of **Not Just Once**, HCFA's Multi-City Project Officer Jim Coan reported on the progress of the Georgia Medical Care Foundation's (GMCF) efforts in the state of Georgia to educate African-American Medicare women across the state about the importance of regular mammograms and the Medicare mammography benefit.

Not Just Once is pleased to report that GMCF has received a Proclamation from Georgia Governor Roy Barnes for their statewide "Bells for Remembrance" campaign. The project reaches more than 193,000 people through direct contact with congregations, work sites, and other organizations such as sororities, senior centers and senior housing facilities. GMCF has also has media coverage in press, radio, and TV across the state.

GMCF has received documentation from approximately 500 organizations that have participated in this program, up from 250 last year and 50 in the first year of the project. **Not Just Once** congratulates GMCF and the Atlanta Mutli-City Project on their Proclamation and their efforts to increase awareness of the importance of Medicare mammography screening.



TENNESSEE PRO'S RADIO PSA WINS AWARD



Mid-South Foundation for Medical Care, Inc. - the Tennessee PRO - was a winner in the 8th annual National Mature Media Awards Program. The program, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, recognizes the nation's finest advertising, marketing and educational materials designed and produced for older adults.

MSFMC's radio spot which features an African-American woman and her granddaughter and encourages women to have an annual mammogram received a Bronze Award for the Community Organization's Public Service Announcement division.

More than 1,000 entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.

MSFMC will host "More Mammograms Through Medicare Summits" in Knoxville, Nashville and Memphis in September as the "kick off" for their SOW Quality Indicator efforts in the breast cancer clinical topic.

We would be delighted to share your accomplishments in the next issue of **Not Just Once**. Please forward us a description via email to rklugman@hcfa.gov, or send us a fax at (312) 353-0252.

Reauthorized Mammography Quality Standards Act Requires Patient Notification of Mammography Results

Submitted by

Sandra McMillan, Project Officer, HCFA's Dallas Regional Office and
Annette E. Kussmaul, M.D., M.P.H., Medical Officer, HCFA's Kansas City Regional Office

As you may recall, the April-May issue of **Not Just Once** featured a summary of the requirements of the Mammography Quality Standards Act (MQSA), U. S. Food and Drug Administration's (FDA) standards for mammography screening facilities. The MQSA was reauthorized in 1998, and new regulations associated with the reauthorization went into effect April 28, 1999. One requirement of the Act has particular importance for female Medicare beneficiaries: facilities are now required to provide a written summary of mammography results in lay terms to all patients within 30 days of the examination. Previously, this written summary was required only for patients who had no referring health care provider.



The amended requirement in Section 354(f)(1)(G)(ii) of the Public Health Service Act (42 U.S.C. 263b(f)(1)(G)(ii)) reads as follows:

- “(I) a facility must assure the preparation of a written report of the results of any mammography examination signed by the interpreting physician;
- (II) such written report shall be provided to the patient's physicians (if any);
- (III) if such a physician is not available or if there is no such physician, the written report shall be sent directly to the patient; and
- (IV) **whether or not such a physician is available or there is no such physician, a summary of the written report shall be sent directly to the patient in terms easily understood by a lay person...**”

This portion of the MQSA (Reauthorized) is very important because of its impact on women: It gives women the right to receive their mammography reports directly, rather than only through a referring physician. Additionally, it requires that these results be written in lay language, terms women can understand.

Although the MQSA is administered by the FDA, it is important that HCFA and our contractors be aware of this new requirement for patient notification to share that information through PRO outreach and education efforts, and to answer inquiries about the new requirement from either providers or beneficiaries.

For further information: See the FDA's Mammography Quality and Radiation Program website: <http://www.fda.gov/cdrh/dmgrp.html>. You can also receive copies of the FDA's quarterly *Mammography Matters* newsletter by writing to:

MQSA
SciComm, Inc.
P.O. Box 30224
Bethesda, Maryland 20824-9998
FAX (301) 986-8015

Additional Note to the PROs

The HCFA Health Care Quality Improvement Project (HCQIP) second National Breast Cancer Project Conference Call is scheduled for Thursday, August 26, 1999. This call is exclusively for the Peer Review Organizations (PROs) and will feature a discussion of interventions to improve mammography use. Special guests will include members of HCFA's Breast Cancer expert panel. The conference call will be held at 12:30pm Pacific/ 1:30pm Mountain/ 2:30pm Central/ 3:30pm Eastern. Call-in information will be sent in advance. Questions? Please call Annette E. Kussmaul, MD, MPH at (816) 426-5746.

Meet HCFA's Region III Mammography Coordinator Pat Lowry



Pat is the Regional Mammography Coordinator for the Health Care Financing Administration's (HCFA) Region III office headquartered in Philadelphia. Pat works in conjunction with Medicare contractors, partners and beneficiaries to promote awareness of the Medicare mammography benefit. For the past three years, Pat has been an active participant in the Philadelphia Race for the Cure held on Mothers Day each year. The Philadelphia regional office sponsors a booth at the Race and Pat is an active participant in the activities. She was also very active in the initial phases of the Philadelphia Multi City Mammography project, a pilot project focusing on the need to increase breast cancer screening for African-American women who are on Medicare.

Working to promote HCFA's mammography initiative and promoting cancer prevention has a special interest for Pat. Pat is a Registered Nurse who spent several years of her clinical career as an oncology nurse specialist certified in chemotherapy administration. Her experience in this area of nursing gave her the opportunity to see first hand the devastating impact of breast cancer on women and their families. Her previous work in cancer treatment has made her more committed to the goals of early detection and early intervention in the diagnosis of breast cancer. After joining the HCFA organization in 1990, Pat worked as a Nurse Surveyor in the Survey and Certification Branch of the Division of Medicaid and State Operations. One of her major responsibilities was to conduct federal certification surveys of health care facilities participating in the Medicare program to review facility compliance with Medicare laws and regulations.

Pat is currently working on several projects for the FY2000. As a member of the Beneficiary Services Branch she participates in the National Medicare Education Program to educate HCFA partners and beneficiaries about changes and additional options created by new legislation under the Balanced Budget Act of 1997. Currently, she is working with the Veterans Administration's Stars & Stripes Healthcare Network in Region III to ensure that veterans who are eligible for Medicare are aware of all the health care options available to them. She is also responsible for conducting contractor reviews and this fiscal year will be participating in interregional reviews in the area of customer service at durable medical equipment contractors. In addition, Pat is also HCFA's Immunization Coordinator for Region III. Pat exemplifies the hard work and dedication that HCFA's regional mammography coordinators bring to the table. We hope that our partners in Region III will call Pat and introduce themselves if they have not done so already. Pat can be reached at (215) 861-4295.

Watch this space in the next issue of *Not Just Once* as we continue to highlight HCFA's Regional Mammography Coordinators.

HCFA'S REGIONAL MAMMOGRAPHY COORDINATORS

Helen Mulligan and Ann Dowling-Green HCFA Region I John F. Kennedy Bldg. 2275, Boston, MA 02203 (617) 565-1296 hmulligan@hcfa.gov or Adowlinggreen@hcfa.gov	Pat Lowry HCFA Region III 3535 Market Street, #3100 Philadelphia, PA 19104 (215) 861-4295 plowry@hcfa.gov	Rachel Klugman HCFA Region V 105 West Adams, 14th Floor Chicago, IL 60603 (312) 886-5352 rklugman@hcfa.gov	Darcy Jakopcsek HCFA Region VII 601 E. 12th Street Kansas City, MO 64106-2808 (816) 426-2866 djakopcsek@hcfa.gov	Shirley Borderlon HCFA Region IX 75 Hawthorne Street San Francisco, CA 94105-3903 (415) 744-3613 sborderlon@hcfa.gov
Diane Tully HCFA Region II 26 Federal Plaza, Room 3811 New York, NY 10278 (212) 264-7458 dtully@hcfa.gov	Gloria Oyetubo HCFA Region IV 61 Forsyth Street, Suite 4T20 Atlanta, GA 30303 (404) 562-7217 goyetubo@hcfa.gov	Linda Horsch HCFA Region VI 1301 Young Street, Room 833 Dallas, TX 75202-4348 (214) 767-4422 Lhorsch@hcfa.gov	Mary Munoz and Jeannie Wilkerson HCFA Region VIII 1961 Scout Street, Room 522 Denver, CO 80294-3538 (303) 844-6149 mmunoz@hcfa.gov Jwilkerson@hcfa.gov	Margaret Medley HCFA Region X 2201 Sixth Avenue, RX-40 Seattle, WA 98121-2500 (206) 615-2368 mmedley@hcfa.gov

PRO SPOTLIGHT

West Virginia Medical Institute's Mammograms Save Lives Campaign

West Virginia ranks below the national average in the number of women who take advantage of Medicare's mammography benefit. Just over one in three West Virginia women had a Medicare-paid mammogram between 1994-1995. In response to these statistics, the West Virginia Medical Institute (WVMI) launched the "Mammograms Save Lives" project in 1997. The first step in designing the project was to identify the reasons beneficiaries were not getting mammograms. Through focus groups and secondary research, WVMI determined that common barriers included concerns about pain, cost and efficacy.

WVMI then selected the messenger and messages that could effectively address the barriers and influence women to change their behavior. For the messenger, WVMI selected West Virginia First Lady Hovah Underwood, a senior citizen who is well-known and highly regarded among the target audience. In addition, Mrs. Underwood's own mother died of breast cancer at the age of 59. The First Lady launched the project at Senior Expo '97 in Charleston, where she spoke personally with women about the importance of mammograms. She also met with members of the print and broadcast media to announce her involvement in an issue that has touched her life directly.



WVMI President Mabel M. Stevenson, MD proudly presents West Virginia First Lady Hovah Underwood with a certificate of appreciation for her participation in the project.



As for the messages, WVMI attempted to neutralize fears about pain by appealing to women's sense of family, in particular their desire to be a source of support to their children and grandchildren. The secondary messages, which addressed the efficacy and cost barriers, were that mammograms are the key to early detection of breast cancer, and they are covered by Medicare. To deliver the messages, WVMI chose three channels -- television, radio and direct mail. Statewide television and radio announcements were chosen because the target audience is a major consumer of electronic media. To ensure effective reach, WVMI partnered with the West Virginia Broadcasters Association to air the announcements 8,466 times statewide throughout the summer of 1997. In the announcements, the First Lady urged West Virginia women over 65 to take advantage of their Medicare coverage by getting regular mammograms. She told them, "Breast cancer can be treated if found early. So be smart, have regular mammograms, and chances are you'll be around to enjoy your grandchildren."

In addition to the radio and television announcements, Medicare-women in southern West Virginia -- the area of the state with the lowest mammography rates -- received a personal letter from the First Lady explaining the importance of mammograms and the programs that are available to help pay for them, such as Medicare and CDC's Breast and Cervical Cancer Screening Program. Her letter also urged women to make an appointment with their doctors, if they had not had a recent mammogram. WVMI's research has shown that a doctor's suggestion is one of the most important factors in a woman's decision to have a mammogram. WVMI also put a message in their newsletter, Quality Time, suggesting that providers in West Virginia join in the effort to urge women over 65 to have regular mammograms.

Preliminary analysis suggests that the project was successful in boosting mammography rates. WVMI does not yet have 1998 mammography data to complete the impact evaluation. However, experience from a project in Delaware (WVMI is a two PRO state) suggested that the impact of direct mail in targeted counties occurs promptly (within a few months) after intervention. Therefore, staff examined proportional increases in numbers of mammograms paid for by Medicare in the target and comparison counties between July-December, 1996 (pre exposure) and July-December, 1997 (after the direct-mailing). Analysis was based on HCFA-supplied mammography data sets from 1996 and 1997 for West Virginia.

In the intervention counties, mammography numbers increased 12.5% over the two years. The media-campaign only (comparison) counties increased only 1.6%, and the remainder of the state (which did receive the media campaign, but was not demographically similar to the comparison counties) increased 4.9%. WVMI concluded that direct mail may have influenced beneficiary behavior in the targeted counties. When a full year's mammography data are available, WVMI will compute pre-and post-intervention annualized mammography rates to confirm this observation. A post-intervention random sample survey administered to female beneficiaries statewide shortly after project completion was also favorable. 48 to 74 percent of those surveyed recalled seeing or hearing Mrs. Underwood. Of women who had not had a mammogram in the previous two years and did not receive a letter, 21 percent indicated that the radio and television announcements had influenced them. Of the women who were mailed a letter from the First Lady, 31 percent recalled receiving it, and 40 percent said that the letter had influenced them.

Not Just Once salutes WVMI for this impressive campaign, which was completed on a relatively small budget but required a good deal of staff time. For additional information on this project, please contact Marc McCombs, Communications Director, WVMI, by phone: (304) 346-9864 ext. 267.



West Virginia First Lady Hovah Underwood talks with women at Senior Expo, an annual health fair in Charleston. The event was the site of the kick off for "Mammograms Save Lives."

Every other month, we offer the opportunity for regional offices and PROs to share information about activities that are underway in their communities. We encourage you to email submissions for our next issue of **Not Just Once** to rklugman@hcfa.gov. We'll be sure to include your update.

Stock up for National Breast Cancer Awareness Month



As you may know, HCFA has been working in partnership with the National Cancer Institute (NCI) to develop a joint health promotion campaign for our Medicare mammography efforts. HCFA has adopted NCI's slogan — "Mammograms: Not Just Once, But For A Lifetime..." — to assure a consistent message from the Department of Health and Human Services. NCI has worked to customize their breast cancer health promotion materials for our Medicare audience, and include details about the annual mammography benefit, the Medicare 1-800 number, and HCFA's logo. The materials have been created in large print, and all are available in Spanish language. **These materials are all available free of charge to HCFA's mammography partners.**

HCFA has worked with NCI to develop a system where our partners can fax in an order form for these materials directly through NCI's Cancer Information Service (CIS). A copy of this order form is attached below. Rather than ordering in bulk, we request that you order on an as needed basis, limiting your order to 5,000 per item. This system will reduce unnecessary waste, and will help ensure a more systematic process of dissemination. Typically, orders will be filled within one to two weeks. **Please fax the order form below directly to the Cancer Information Service at: (301) 330-7968.**

National Cancer Institute/Health Care Financing Administration
Mammography Education and Promotion Materials



ORDER FORM

Name:

Title:

Organization:

Address:

City:

Zip Code:

Phone:

Title & Contents Description	Language	Publication Number	Size	Quantity
Mammograms... Not Just Once, But For A Lifetime Large-print, easy to read brochure that defines mammography, describes who needs this important examination, and Medicare information.	English	H496	8½ x 11	(maximum order 5000)
Spanish Version — See above.	Spanish	H497	8½ x 11	(maximum order 5000)
Older Woman Poster Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings (minimum order: 20)	English	G500	11 x 17	(maximum order 5000)
Spanish Version — See above.	Spanish	G501	11 x 17	(maximum order 5000)
Older Woman Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage.	English	Z498	2 x 8	(maximum order 5000)
Spanish Version — See above.	Spanish	Z499	2 x 8	(maximum order 5000)
Pap Tests: A healthy habit for life Large-print, easy-to-read brochure that defines Pap tests, describes who needs this screening test, and includes Medicare information.	English	H345	8½ x 11	(maximum order 5000)

The San Antonio Multi-City Mammography Project

An Update

By Jim Coan, HCFA's Center for Beneficiary Services
Project Officer, HCFA's Multi-City Projects

The focus of the Multi-City Mammography Pilot Project in San Antonio is Hispanic women who are Medicare beneficiaries. On the whole Hispanics are less likely to receive an annual mammogram, therefore the intent of the project is to influence this population to routinely seek out and receive annual mammograms. However, as always, there are significant barriers. In the case of the San Antonio population it was discovered that family and friends have the greatest influence on a woman's decision to get a mammogram. Furthermore, the Hispanic population is often "invisible" and distrustful of the outsider intervention, as well as the Government in general. It was clear to the PRO, the Texas Medical Foundation (TMF), that the involvement of the Hispanic community and the commitment of various organizations would be critical in accomplishing their task.

TMF started by identifying the groups and individuals within the San Antonio Hispanic community, such as organizations and community leaders, as well as those who had an interest in breast cancer and women's health issues. Conferences and follow-up meetings were conducted to examine all of the possible barriers to Hispanic women receiving a mammogram. Today, there are 21 groups, individuals, and organizations who have formally pledged their commitment to the Multi-City Mammography Project.

TMF, with their partners, participated in various local health fairs and senior events providing information and encouragement to their audience. In January 1998, a bilingual direct mail piece entitled "I Want To Be Here For My Family," was sent to 15,000 Medicare beneficiaries who were identified as Hispanic. In order to appeal to the population's interests, the partners designed and focus tested the material with families. Results of this activity will be available shortly.

Based on focus group information obtained in July 1998, the beneficiary education (Navigator) task force has planned the **Comadres** volunteer navigator system. This is a pilot that was scheduled for implementation in June, 1999. Partners named the pilot **Comadres** because women indicated that they frequently rely on their best friend or *comadres* for health information. The goal of the navigator system is to help Hispanic women conquer the barriers they face as they navigate the health care system to obtain a mammogram. By offering one-on-one support and information, **Comadres** volunteers provide a friendly approach to mammograms. By offering these, and other programs TMF is demonstrating how it is listening and responding to the community and their "expertise."

There is evidence from San Antonio that we all need to do so much more in preventing breast cancer. One of San Antonio's leading advocates and a supporter and partner in the Multi-City Mammography Project recently succumbed to breast cancer. Nancy Everett, Director of the San Antonio chapter of the American Cancer Society, passed away within six months of her diagnosis. Nancy will be missed by all but her spirit will forever be an inspiration and a reminder of the important work that still needs to be done.

In future issues of **Not Just Once**, Jim Coan will continue to highlight each of the six Multi-City projects and describe their approaches, their accomplishments, and their difficulties in an effort to demonstrate how a strong community ownership can improve the health of every member of that community. If you would like more information on HCFA's Multi-City Projects, please contact Jim Coan at (410) 786-9168.

The **Not Just Once** Newsletter is published bimonthly to provide timely information to HCFA's mammography partners. For more information, questions, or comments, please contact Ta Budetti or Rachel Klugman at HCFA's Chicago Regional Office, (312) 353-1753 or by mail:
Not Just Once Newsletter, 105 W. Adams, 14th Floor, Chicago, Illinois 60603.